



## SOCIAL & DIGITAL MARKETING

We know that you need a partner who understands how to reach and engage the Faith-based audience on various digital platforms. When you hire FrontGate Media, you are hiring experience.

- ) Engagement and Conversions
- ) Content Marketing
- ) Lead Capturing
- ) Placement and Testing to Optimize Social Ad Results
- ) Social Partnerships/Influencer Marketing



**DIGITAL COMMUNICATIONS:** requires effort in 4 key areas:

**Social Page Management** - FrontGate Media has been actively marketing in the social media space since 2007, back when Facebook and Twitter were just starting out. We have proven faith-based strategies and social marketing plans that are up to date with the ever-changing world of social media.

**Social Advertising** – Social Advertising gives you control over your audience and objective. We develop campaigns that have measurable results.

**Newsletter & Blog Management** – ongoing communications with your following is important. Our strategies help you maintain relationships and move people to take action.

**Google Ads** – Google ads are an additional inexpensive and effective way to create awareness about your business. We set up, manage and report on the campaigns for you.

[Contact us](http://www.FrontGateMedia.com/contact) to set up a review of your Marketing Needs: [www.FrontGateMedia.com/contact](http://www.FrontGateMedia.com/contact)





## MARKETING PLAN OPTIONS

The plan options below will establish your business on Social Media through Content Creation, grow your following through Social Ads, gather leads through Social Ads and Digital Premium Offers, generate awareness through Google Ads, and create residual Income through Email Automation. Credit card required for all services.

### SOCIAL PAGE MANAGEMENT:

**Strategy, content development, engagement, execution, and analysis for Facebook and Instagram. Additional outlets available.**

- ) **5-7 posts/platform per week.** Facebook & Instagram.
- ) **Art and Copy** We develop graphics and copy for all of your social posts.
- ) **Scheduling and Posting** We manage all of the scheduling and posting for you.
- ) **Content marketing is key.** We develop content that will appeal to your target audience which will improve engagement and conversions.
- ) **Call People to Action** with creative campaigns aligned with your target audience and goals we develop and offer strategy ideas for increasing engagement, lead generation, and/or sales.
- ) **Social Page Analysis** We either set up your social pages or examine and review your current set up on your profiles/pages including the description and report to you on recommended changes to make your pages more productive, engaging and better aligned with your brand and objectives.
- ) **Monthly Results Reporting** will equip you to see how efforts are translating to your desired results and provide a block of time to strategize how to build on successes. New campaigns will also be brainstormed in this monthly strategy meeting.



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## SOCIAL AD CAMPAIGN

FrontGate Media will create ads on Facebook and Instagram to promote your brand and collect emails for remarketing. We do extensive A/B testing on imagery, copy and audience to obtain the lowest cost per result possible. We will run the following types of ads to help you determine results and where to reinvest. Includes 1 monthly results report via email.

**Audience Creation & Targeting** – We use tracking pixels and the best 3<sup>rd</sup> party apps to define, refine and pursue your key target audiences so that your advertising dollars are focused only on the people who are would have interest in your offerings. We are able to use the latest tactics to create audience pools including...



- ) **Engagement audiences** based a wide variety of demographic, interest and affinity targeting attributes.
- ) **Lookalike audiences** to find and reach more people who are extremely similar to your current followers, virtually the same interests as those who are already following you.
- ) **Retargeting** to reach and impact your **email subscribers** and website visitors to see your messaging and take action in Facebook and Instagram.
- ) **Direct Sales Ads** – promoting specific products for a direct buy.
- ) **Lead Generation Ads** – collecting emails for remarketing purposes.
- ) **Engagement and Page-Following Ads** – increasing your following and engagement to help you prove product interest to buyers and to gain social endorsement through engagement.

## NEWSLETTER CONTENT AND STRATEGY



In order to active people, you must have regular communications of new product, announcements, and general engagement pieces for the people on your newsletter. This keeps them engaged so that you can ask them to give or buy as you release new offers or have sales.

We create your newsletter content plan and calendar then write content with the focus on creating trust for you and your brand and on sales/donations.

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## BLOG WRITING AND STRATEGY

A blog is a great way to draw people to your site which will increase sales.

We will create a blog content calendar and write articles with the core focus on increasing SEO, lead generation, and purchases.



## GOOGLE ADS

We will set up Google Ads to drive traffic to your website. This includes art, copy, demographic targeting, and 1 monthly results report via email.



## DIGITAL PREMIUMS

Automation Set Up includes creating a list in MailChimp (or another platform of your choice, the cost of the platform is your responsibility), and setting up the series of email automations to deliver the premium once people sign up for the list. We can create a premium for you or simply offer a digital download you have already created.



## CREATE PASSIVE INCOME THROUGH EMAIL AUTOMATION

We will develop a digital product featuring your content and set it up as an email automation that you can charge for. This creates a constant passive income stream that you can continue to market and offer to new email leads.

This is a compliment to your core business and expands your offerings. These email automations work as a funnel to your services. As people complete the lower cost email automation and get a taste of your offerings, they are more likely to commit to your higher priced offerings.



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Your Social Marketing Strategy and execution will be managed by:

**Katie Nguyen, Social & Digital Communications Strategist**



A former business owner herself, Katie has realized results in delivering bottom line ROI, engaging people to take action in addition to understanding the nuances of using social media for branding and marketing.

By using social tools and apps within the major social platforms to sell product, promote causes, raise funds, recruit donors and volunteers, to capture leads and engage followers, Katie creates a custom voice and mapping for each client's social media, implementing personalized, exclusive fan development strategies.

In the world of Social Marketing, Katie is adept at creating results using the aggressive and targeted advertising opportunities provided by Facebook along with paid posting partnerships, combined with personal outreach to like-minded social outlets and blogger personalities to weave together results through the social environment.

A partial list of our Social and Blogger Network clients include **Foxspirational, HarperCollins Christian - Tommy Nelson, B&H Publishing, Jesus Film Media, Owlegories, the Dove Channel, Mighty Oaks Warrior Programs, The National Day of Prayer, Open Doors, Capitol Christian Distribution, Force Ministries, The Barnabas Group, InFaith, The Dove Foundation**, and more.

A self-described "collaboration guru," Katie enjoys the networking capabilities of social media and using her digital networking abilities to serve clients. She also serves as a leader and teacher on the Women's Ministry Team at **Saddleback Church**.

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